



## 92.7 BIG FM celebrates the spirit of love this Valentine's Day

**Mumbai, February 14, 2012...** 92.7 BIG FM India's No. 1 FM Network and the Radio Broadcaster at the Golden Mikes, today announced the celebration of Valentine's Day (V-Day) across its 45 city network. So this Valentine's day you will not only find Love in the air but also on-air, with 92.7 BIG FM. 92.7 BIG FM, true to the style of living it up in a BIG way, has a bouquet of special things meant for all the lovers in the world throughout the week.

The radio station is surely going to make the week for all its listeners the most romantic and memorable, this February 14th. Apart from playing love songs all day long today, 92.7 BIG FM will also celebrate the day with Bollywood's '**King of Romance**' *Yash Chopra*, who has produced some of the most memorable love stories seen on Hindi screen. A Yash Chopra week will go on air, wherein one romantic number will be played from his movies every hour. Sunday will air an exclusive 927 show on Yash Chopra.

The Mumbai station had the dashing hunk Rajeev Khandelwal and the beautiful Mugdha Godse co-hosting the morning show with Mumbai Ka Assal Hero RJ Ankit. They will also promote their forthcoming movie 'Will You Marry Me?'

While the Hyderabad station has been running the '**Jodi No 1**' contest for the last four days where listeners have been sharing their love stories and competing against each other to win the title of the best love story. Actor Rana Daggubati will select the best stories out of the list and select the winner today.

The Delhi station has an equally innovative promotion called the 'BIG Love Meter' which will allow listeners to test how well they know their partners. On-ground a Mobile BIG Booth will travel across the city with an RJ performing LOVE METER tests on married as well as unmarried couples. There is also the CLUB 927 - To engage house wives and do a quick LOVE METER test on their husbands over the phone. This LOVE Meter will also be available as a Facebook app.

### **Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes BloombergUTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has BIG STREET – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*